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FOR IMMEDIATE RELEASE

CCA INDUSTRIES, INC. ANNOUNCES STRONG SECOND QUARTER RESULTS

East Rutherford, NJ, June 29, 2006: CCA Industries, Inc. (AMEX - CAW) announced today that second quarter revenues were \$19,186,452. Pre-tax profits were \$2,788,289; net profits after taxes were \$1,705,108, and earnings per share fully diluted were \$0.24. This was compared to revenues of \$18,616,053, pre-tax profits \$2,668,493, net profits after taxes \$1,750,655, and earnings per share fully diluted of \$0.24 for the prior year's second quarter. On a pro-forma basis using the same accounting basis as last year, pre-tax profits would have been \$4,078,629, net income after taxes \$2,494,796 up 42.5% and earnings per share fully diluted \$0.35 up 45.8%.

Because of the change in our estimate of when media and advertising expense impacts our net income, all of the actual media expenditures made this period have been charged against income currently. Whereas, in the prior year, although we spent approximately the same dollars, \$2,800,000 was deferred and not expensed until our third quarter. Therefore, the total media expense for the first six months of this year reflect a higher amount than last year even though our actual spending during the period was similar. A proforma basis schedule to show how this quarter on a pro-forma basis compared to last year's quarter on a pro-forma is annexed hereto and the schedule of pro-forma earnings for the six-month period is annexed hereto.

For the six month period ended May 31, 2006, revenues were \$34,663,282, pre-tax income was \$4,547,694, income after taxes was \$2,775,886, earnings per share fully diluted was \$0.37 compared to revenues of \$33,430,241, pre-tax income of \$4,192,406, net income after taxes of \$2,695,485, and earnings per share fully diluted \$0.37 for the first six months of the prior year. On a pro-forma basis, pre-tax income would have been \$5,033,041, up 20% from the first six months of last year, after tax income up 14% from \$2,695,485 to \$3,071,947, and earnings per share fully diluted up 13.9% from \$0.36 to \$0.41. Commencing in the third quarter and thereafter this year's and last year's financial statements will reflect all of the advertising expenses actually incurred.

The board of directors declared a \$0.07 dividend for the third quarter, up 40% from the \$0.05 dividend of the second quarter. The third quarter dividend is payable to all shareholders of record August 1, 2006, payable September 1, 2006. This is the ninth consecutive dividend paid by the Company.

The Company ended the quarter very strong financially. Cash and marketable securities were \$17,854,508, up \$1,893,307 from the prior year's second quarter. Percentage of return on invested capital for the first six months of this year (ROIC) was 36.9%. The Company is in the process of increasing its unsecured line of credit from \$10 million to \$25 million.

The Company is working with investment banking companies to explore all alternatives to enhance shareholder value. The focus in fiscal 2006 is to grow internally, the way the Company has grown in the past developing its core brands, and using every available opportunity to grow externally as well. The Company is continuing to actively seek additional products and using its free cash and financial leverage to accelerate the growth of its revenues.

The July/August edition of Fortune Magazine listed the Company as “one of America’s fastest growing small companies.”

CCA Industries, Inc. manufactures and markets health and beauty aids, each under its individual brand name. The products include, principally, “Plus+White” toothpastes and teeth whiteners, “Sudden Change” anti-aging skin care products and “Scar Zone,” “Nutra Nail” nail growth treatments, “Mega-T” Green Tea diet aids, “Mega-T” chewing gum, “Mega-G” diet aids, “Hair Off” hair removal and depilatories, “Bikini Zone” medicated crème and gel for the bikini area, “Solar Sense” sun protection products, and “Cherry Vanilla” Perfume.

Statements contained in the news release that are not historical facts are forward looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, which would cause actual results to differ materially from estimated results. Such risks and uncertainties are detailed in the Company’s filings with the Securities and Exchange Commission.

CCA Industries, Inc. & Subsidiaries
Second Quarter Ended
May 31, 2006
News Release

Quarter Ended	May 31, 2006	May 31, 2005
Revenues	\$19,186,452	\$18,616,053
Net Income	\$ 1,705,108	\$ 1,750,655
Per Share Earnings		
Basic	\$0.24	\$0.25
Diluted	\$0.24	\$0.24
Weighted Average Shares Outstanding		
Basic	7,012,077	7,139,056
Diluted	7,118,949	7,335,087
Six Months Ended		
Revenues	\$34,663,282	\$33,430,241
Net Income	\$ 2,775,886	\$ 2,695,485
Per Share Earnings		
Basic	\$0.38	\$0.37
Diluted	\$0.37	\$0.36
Weighted Average Shares Outstanding		
Basic	7,326,185	7,116,651
Diluted	7,450,998	7,317,103